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# Inside Information

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of Agriculture

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## FOOD, HEALTH REGIONAL CONFERENCES SET

USDA and HHS' Food and Drug Administration are planning a series of regional conferences this summer and fall for food and health editors, writers, and reporters from newspapers, magazines, and broadcast media.

Ann Chadwick, director, Office of the Consumer Advisor, USDA, said the focus of the conferences will be food safety, nutrition, and the relationship of research to both of these areas.

The conferences are titled "Food Safety and Nutrition: Changes and Challenges."

Conferences are planned for Dallas, June 27-28; San Francisco, July 25-26; Chicago, August 22-23; Atlanta, September 19-20; and New York City, October 31-November 1.

For more information, contact: Editors' Conferences, News Division, Office of Information, Room 406-A, U.S. Department of Agriculture, 14th and Independence Avenue, SW, Washington, D.C. 20250, telephone (202) 447-4026.

## FLORIDA NEEDS TEMPORARY EDITOR

Mary Cilley of the University of Florida in Gainesville, announces that the university is looking for someone in publications editing and production for a temporary post at the faculty level.

A master's degree in English, journalism/communications, or a related field is necessary, as is substantial experience in copyediting and publication production. The candidate, she said, must have a demonstrated ability in written and oral communications.

The incumbent would consult with specialists in the development of consumer-oriented and youth-oriented publications and with research faculty in the development of technical bulletins.

Contact: Mary Cilley, IFAS Editorial Department, 215 Rolfs Hall, University of Florida, Gainesville, FL 32611. Phone (904) 392-1773.

The position is #ED-8502, visiting assistant in editorial. The application deadline is April 25.



## PROGRAM ON THE HANDICAPPED DEVELOPED

USDA's committee on the rural handicapped has developed an information program directed toward USDA and Extension offices throughout the United States.

The idea is to help these offices reach the public with information that USDA and Extension help the rural handicapped in their programs.

Components of this internal information program include:

- ° A guide to Department agencies and their programs.
- ° Requests to agencies to use their internal information systems to acquaint their people with USDA's emphasis on helping the handicapped.
- ° Requests to agencies to reach the public with information about this emphasis.

"Agencies are not asked to develop special information programs, necessarily," explained Dr. Denzil Clegg, associate administrator of Extension Service, who chairs the departmental committee, "But rather to look at existing programs and services in which information about the rural handicapped could be incorporated or emphasized."

The information program is geared toward National Employ the Handicapped Week, October 6-12.

Pat Loudon, of ES, the lead agency for the program, and Lillie Vincent, of USDA's Office of Information, worked with the committee in developing the information program. Committee members include representatives from USDA agencies and the President's Committee on Employ the Handicapped.

Agency information directors will be asked to work closely with committee representatives. For more information, contact Ron Daly, of ES, at (202) 447-2018.

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## JOURNALISTS CONFERENCE WENT SMOOTHLY

Pleased by the smooth execution of the second national USDA Agricultural Journalists Conference in early March, and on-the-spot commendations, Jim Lafferty, chief of the News Division of USDA's Office of Information, nonetheless is sending out questionnaires to all 94 who attended, seeking their evaluation of this year's program and suggestions for next year's.

Departmental heavyweights who addressed the group included Secretary John R. Block; Daniel G. Amstutz, Under Secretary for International Affairs and Commodity Programs; Frank Naylor, Under Secretary for Small Community and Rural Development; Orville Bentley, Assistant Secretary for Science and Education; Mary Jaratt, Assistant Secretary for Food and Consumer Services; Peter Myers, Assistant Secretary-Designate for Natural Resources and Environment; Alan Tracy, Deputy Assistant Secretary for Marketing and Inspection Services; John Ford, Deputy Assistant Secretary for Governmental and Public Affairs; Randy Russell, Executive Assistant to the Secretary; Terry Barr, Director, Economic Analysis staff; and Dr. Wayne Rasmussen, USDA Historian.

The group was welcomed by Wilmer D. Mizell, Assistant Secretary for Governmental and Public Affairs.

On Capitol Hill, the group was addressed at luncheon by Rep. E. (Kika) de la Garza, of Texas, Chairman of the House Committee on Agriculture.

Senator Jesse Helms, of North Carolina, Chairman of the Senate Committee on Agriculture, Nutrition, and Forestry, made it possible for the journalists to attend the crowded committee hearing in which Secretary Block testified concerning the Agricultural Adjustment Act of 1985.

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## HELEN THOMAS TO ADDRESS MAY WORKSHOP

Helen Thomas, of United Press International, dean of White House news correspondents, will be keynote speaker at this year's information workshop co-sponsored by the Washington, D.C. and Northeast Regions of Agricultural Communicators in Education (ACE) and USDA's Office of Governmental and Public Affairs.

The workshop will be held May 21 and 22 at the National 4-H Center at 7100 Connecticut Avenue, Chevy Chase, Md.

Dealing with information staff cutbacks will be the focus of this year's workshop. Speakers will discuss the pros and cons of government information activities, and the maintenance of productivity as well as quality with smaller staffs. The use of good nongovernment contractors at reasonable prices also will be discussed.

John M. McClung, director of USDA's Office of Information, will open the workshop.

A five-person panel will focus on how to maintain work levels with smaller staffs. The panelists are from the University of Vermont and four USDA agencies that have experienced cutbacks.

The second day will concentrate on contracting, its rules and regulations, and getting good service.

The workshop opens at 8:30 a.m. May 21 with registration.

Registration fee is \$35, which includes Tuesday's lunch and three refreshment breaks.

Further information may be obtained from Russ Forte, Photography Division, Office of Information USDA, Room 4407-South Building, Washington, D.C. His telephone number is (202) 382-8903.

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## CLIP ART BOOK FOR SALE

Liz Bauman, editor, Extension News Services at Cornell University, announces that a new clip art book is available from Cornell Cooperative Extension for \$18.75.

The 97-page book contains line drawings of such subjects as people, economics, food, clothing, home, gardening, and farm crops, animals, and equipment.

Most of the art was prepared originally at Cornell for use in Cooperative Extension publications.

To order, send a check for \$18.75 (payable to Cornell University) to Liz Bauman, News and Feature Service, G-20 Van Rensselaer Hall, Cornell University, Ithaca, NY 14853-4401.

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## ACE AIMS FOR NEW MEMBERS

ACE has a shiny new explanatory brochure and a shiny new standing committee for membership recruitment to go with it. Judith Bowers, of Extension Service, USDA, is chair of the new committee. Committee members include two from each ACE region, the 1890 colleges, Canada, and the international members.

ACE is the acronym for Agricultural Communicators in Education. Its brochure emphasizes professional unity and recognition, networks and linkages, skills development, leadership training, and research.

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## UPLINKING WHILE DOWNLINKING

The Video and Film Division of USDA's Office of Information had videoconferencing both going and coming March 19. Uplinking and downlinking they call it. It was the first time they had tried their two-way capability with the satellite.

Beginning at 11 a.m. they played host in Washington, D.C. to a roomful of guests of the Extension Service for a video conference on international trade originating at Oklahoma State University. Reaching more than 3,000 persons at 50 downlink stations across the United States, that conference lasted until 4 p.m., with coffee and stretch breaks.

A quarter hour before that ended, however, the Video and Film crew began a live videoconference of their own in their Washington TV studio. This featured a panel comprised of Under Secretary Frank Naylor, Iowa Senator Charles E. Grassley, and Iowa Congressman Cooper Evans, aimed at a meeting of bankers in Iowa.

So Video and Film was uplinking one videocast while downlinking another, for 15 minutes. And it worked pretty well.

"There is no formula for videoconferencing," explained Betty Fleming, videoconferencing coordinator at Video and Film. "We're getting ready for a variety of forms, not only by rewiring our facilities, but by improving our procedures and communications as well."

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## VIDEOTAPES HELP RANGERS PREPARE

Preparing to testify on Capitol Hill can be a fairly intimidating experience, especially if this is your first time.

So when rangers of the Forest Service from around the country were asked late this winter to cite examples of specific timber sales before the Congress they thought it prudent to run their presentation through a videotape session first. For one thing, there were a lot of visuals to coordinate.

Larry Quinn, chief of the Video and Film Division of USDA's Office of Information, was happy to accomodate.

The results so pleased the Forest Service folks, they're shipping the tape around the country to explain such timber sales to the rest of their personnel.

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## PRINTING WORKSHOP SCHEDULED

"Saving Printing Dollars" is the title of an intensive Saturday workshop scheduled for April 27 at the George Washington University in Washington, D.C.

Many subjects will be covered from 10 a.m. to 4:30 p.m., including: designing to fill the press sheet, selecting the best printing process, giving specifications correctly, and how to use halftones.

Registrations (at \$80) are accepted at the Publication Specialist Program office, the George Washington University, Academic Center, Suite T409, 801 22nd Street, N.W., Washington, D.C. The telephone number is (202) 676-7273.

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, state departments of agriculture and land grant universities. Any items, comments and inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250 or to AGR009 mailbox on the Dialcom system, or call (202) 447-7454.

